



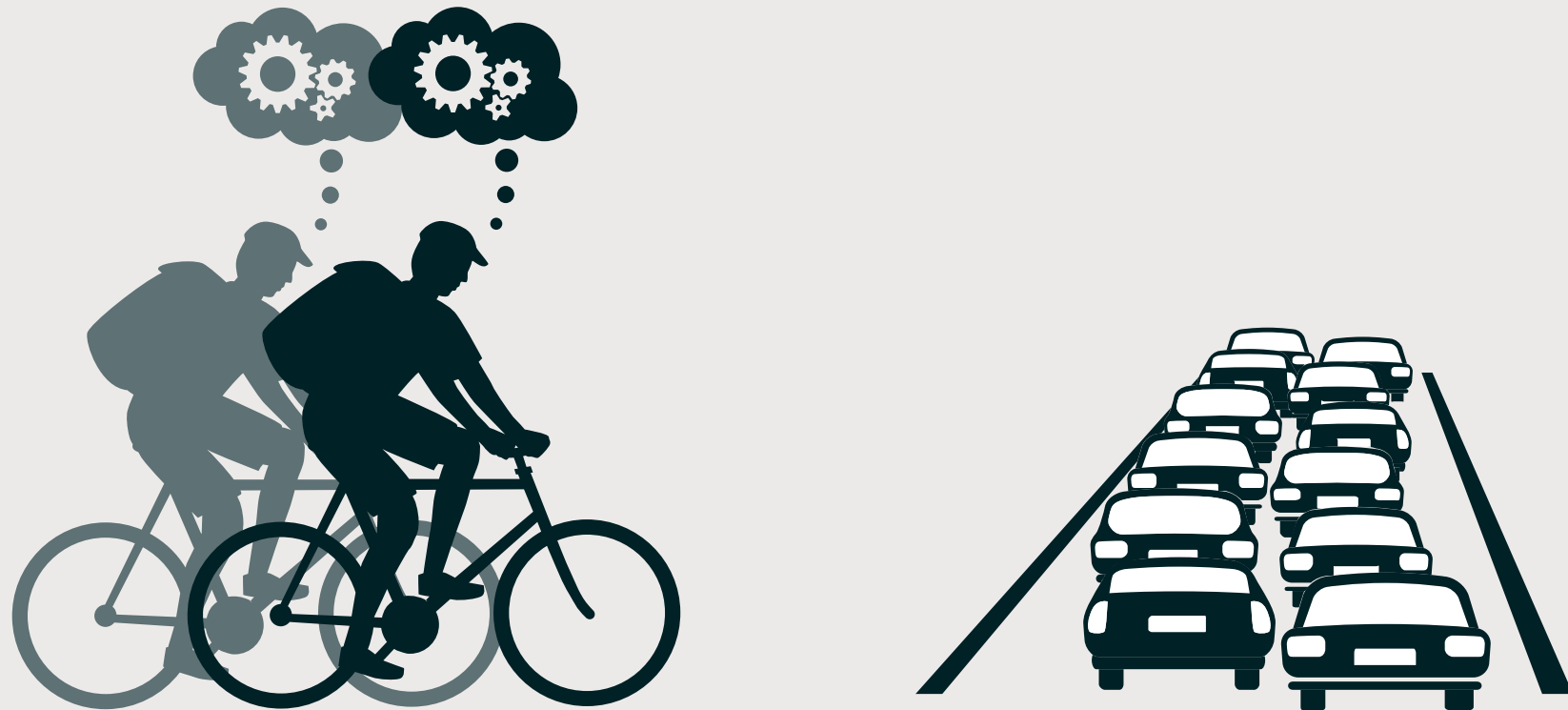
BIKECITYGUIDE®



Available in
45 cities in 9
countries!

With bicycle and smartphone on the right track!

THE BEGINNING



FACING EVERYDAY MOBILITY



traffic jam



pollution



overcrowded public transport



parking space



safety

SOLUTION?



Bike Citizens

SOLUTION?



Bike Citizens

SOLUTION?



SOLUTION



Bike Citizens

BUT SOMEHOW ...



Nevertheless, cycling is not recognized as a viable means of transport for the masses.

The cycling quote within the European Union is below 10% in average.

Bike Citizens

REASONS FOR A LOW CYCLING RATE



Lack of safety



Lack of orientation



Lack of awareness

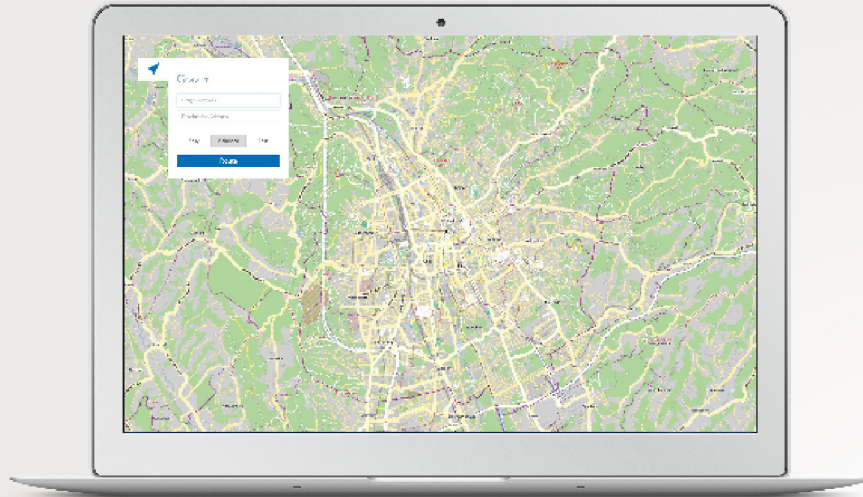
OUR VISION



Get more people on the bicycle

Bike Citizens

ON THE RIGHT TRACK...



Finnder

Bike route planner in the web

<http://www.finnder.org>



Point-to-point calculation
of the most cycle friendly
route (online)

EASY  FAST

Individually adjustable
ride mode (easy to fast)



Available for more than
35 European cities

Bike Citizens

ON THE RIGHT TRACK

Jury winner 2014

APPS
FOR
EUROPE



BikeCityGuide BikeNatureGuide The apps

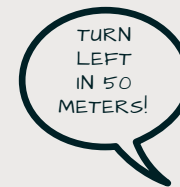
<http://www.bikecityguide.org>
<http://www.bikenatureguide.org>



Point-to-point calculation of the most cycle friendly route (online)

EASY  FAST

Individually adjustable ride mode (easy to fast)



Precise voice prompts during the ride



Works offline / without active data connection

Bike Citizens

THE EVOLUTION



SOLID GRIP



Finn

The smartphone mount

<http://www.getfinn.com>



For every
smartphone



Fits in
every pocket



Made of high
quality silicone



Made
in Austria

IN YOUR DESIGN



Personalization and marketing

Our products made to order:
From logo to full branding

Finn can be used as an extra in welcome packages for trade fairs or congresses, for newcomers to the city or as a gift for employees and clients.



Individual appearance
Integration of your corporate design

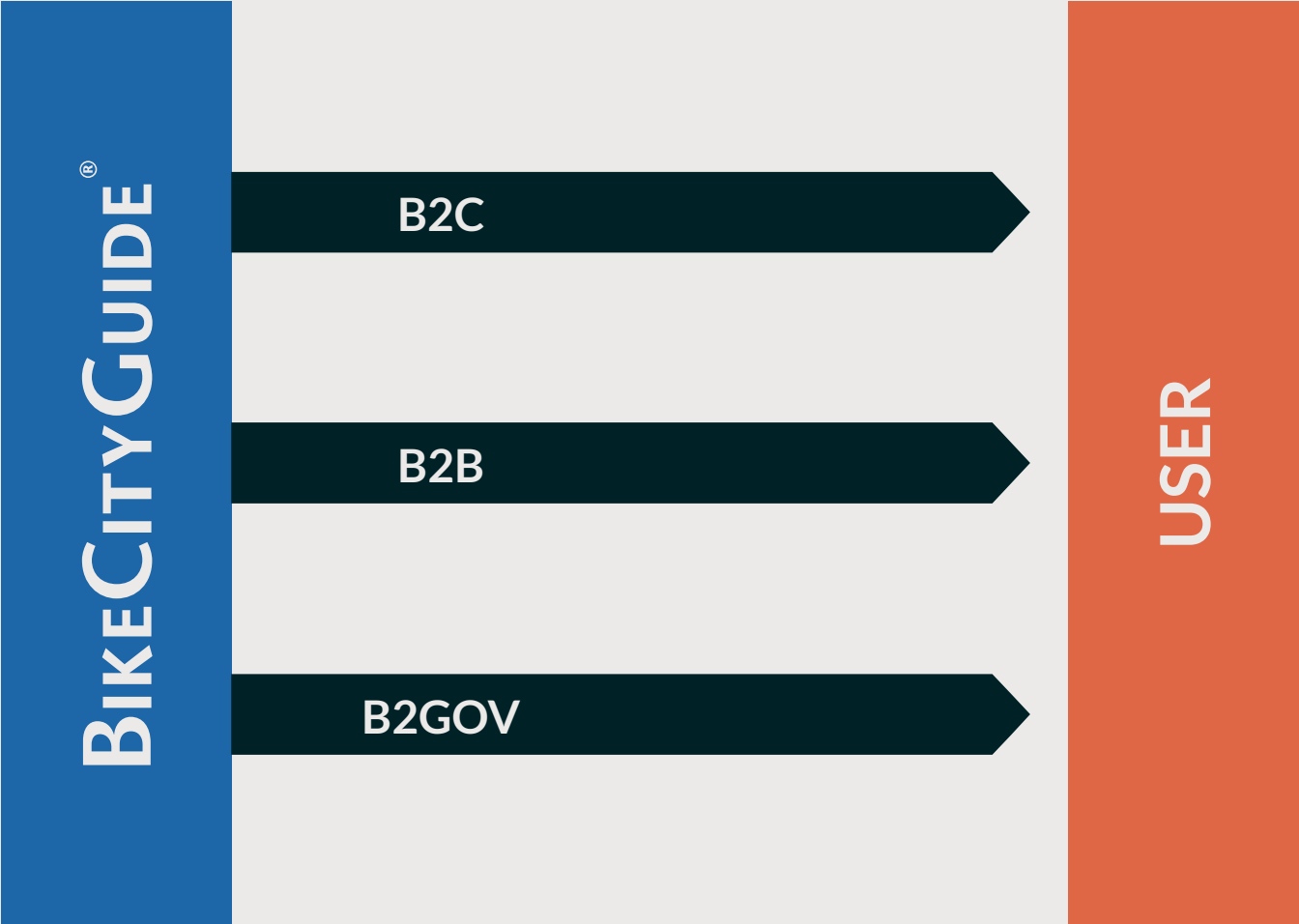


Branch and congress finder
Only one click from the home screen to your destination



Distribution and marketing
Creative concepts & systematic realization

BUSINESS MODEL



till 2030 > 60 % live in cities

RESEARCH PROJECTS: BIKEWAVE

Cooperations



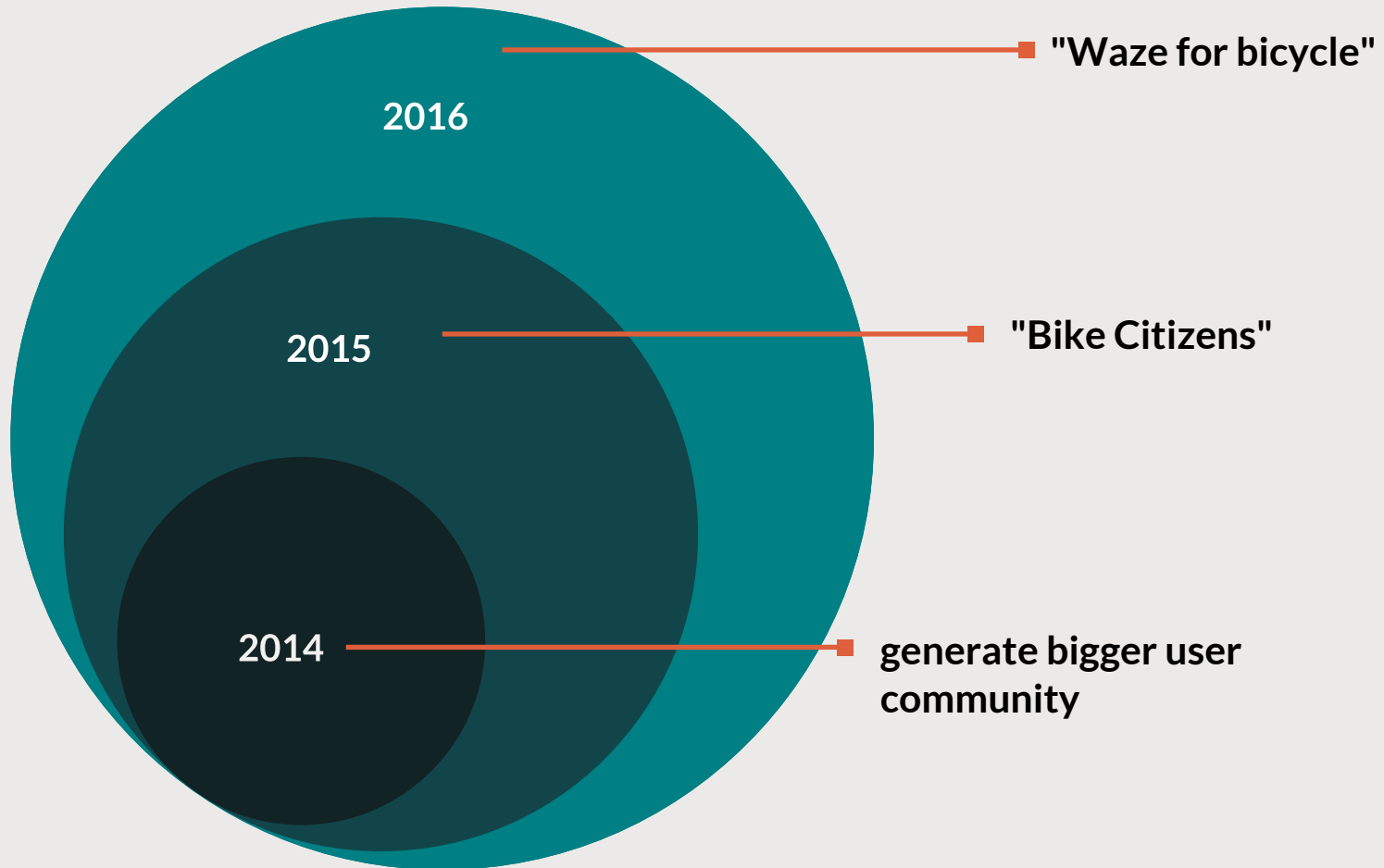
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NO END IN SIGHT!

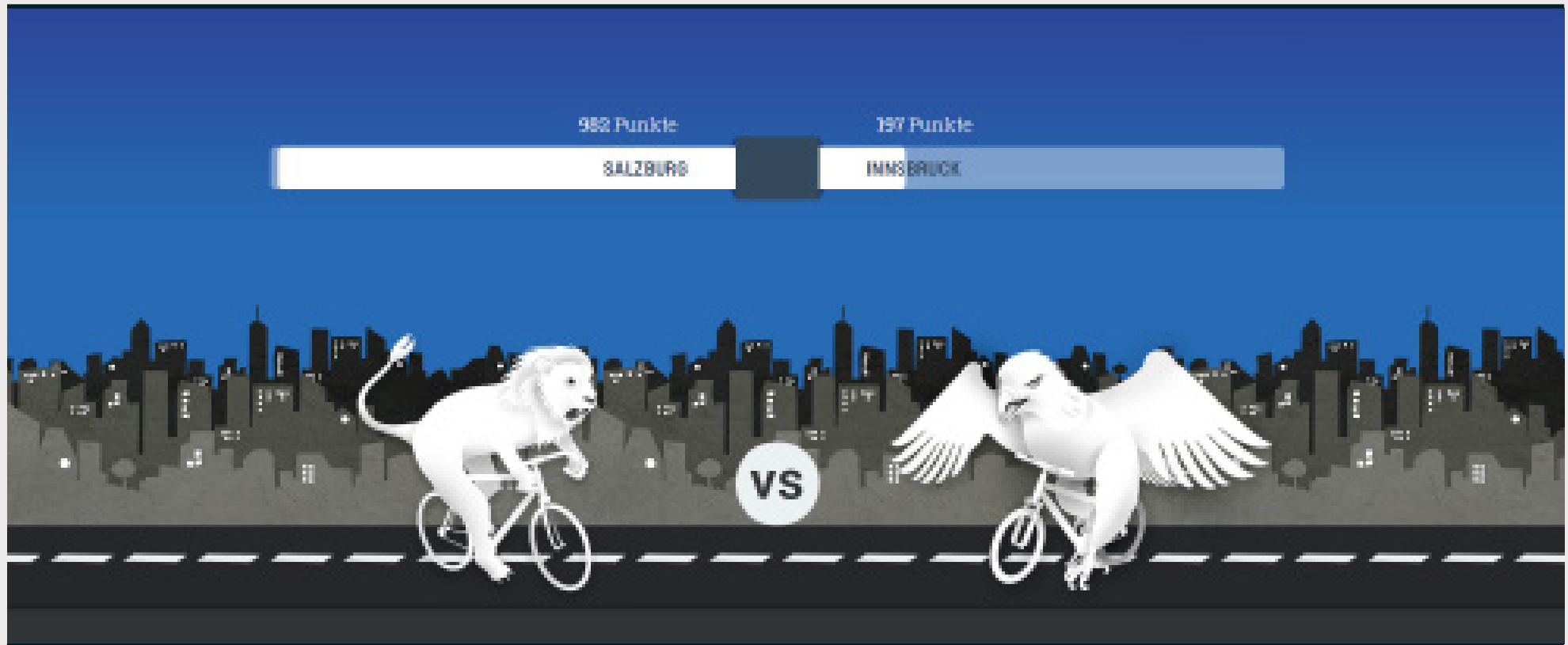


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SHORT, MID AND LONG TERM STRATEGY



EVENTS



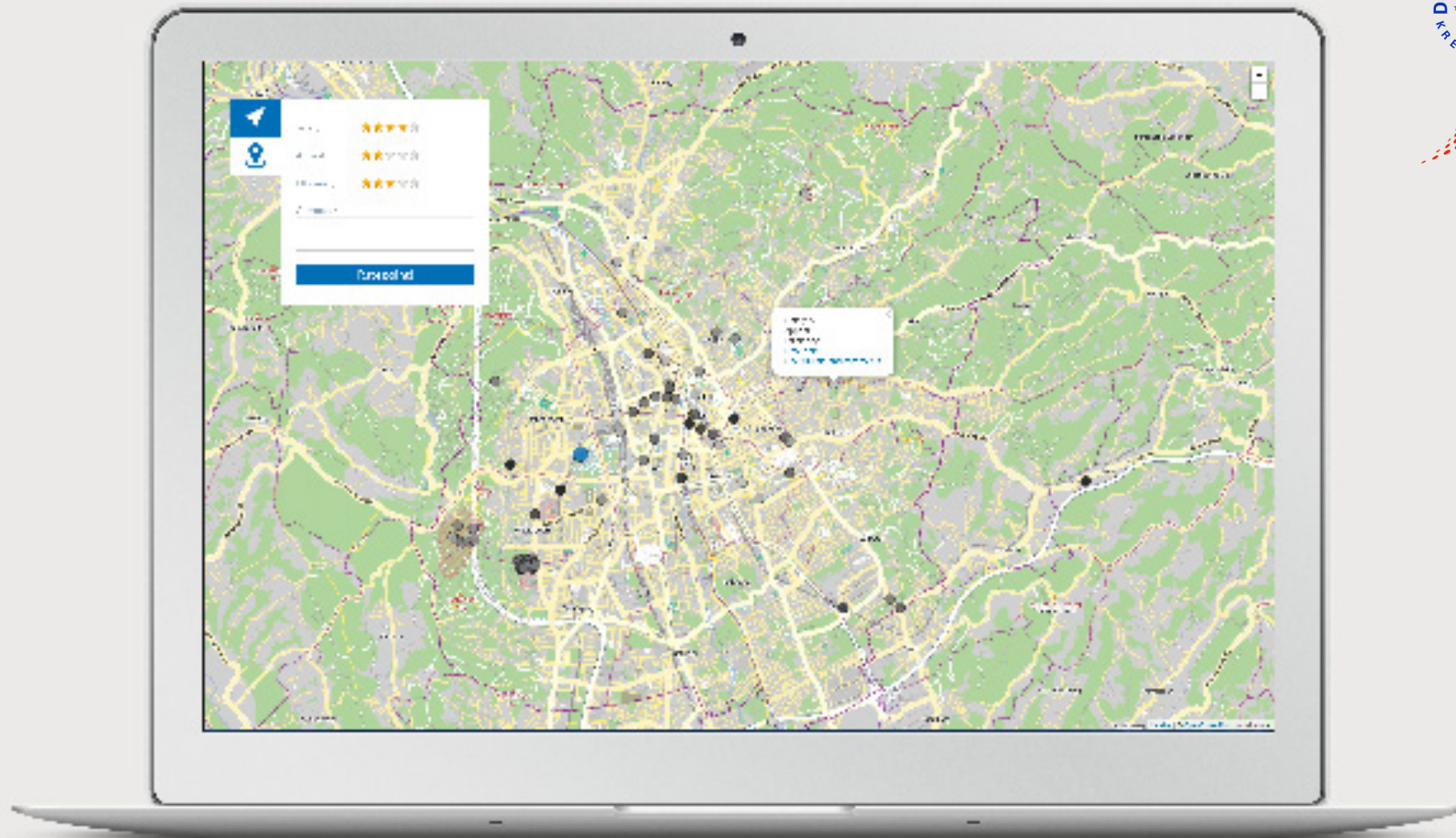
Ecosystem

- Events based on digital game dynamics
- „CityCompetition“ as battle between two cities
- Each user contributes by cycling/collecting km

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RESEARCH PROJECTS: NICE RIDES

Cooperations



Bike Citizens

INCENTIVE SYSTEM



Gamification

„Gamification is the use of game design elements in non-game contexts.“

(Deterding, 2011)

Game
Mechanics



Points



Badges



Contests

CROWDSOURCING



“The act of ...taking a function once performed by employees and outsourcing it to ...a network of people...”

(Howe & Robinson, 2006)

Bike Citizens®

CREATING A DATABASE



- Frequencies and routes of cycling
- Gaining infrastructural priorities
- Showing the need for parking facilities
- Visualisation of health benefits ...

TEAM



Daniel Kofler, Gründer & CEO

- Studium Physik und Umweltsystemwissenschaften
- Obmann des Sport- und Event-Vereins „Styrian Sprint Shop“
- 5 Jahre Teamleitung, PR & Marketing bei Johanniter Unfall Hilfe e.V. in Deutschland
- Koordination der österreichischen Fahrradbotenmeisterschaften 2010
- Verantwortung BikeCityGuide: Marketing, Vertrieb, Finanzen, Personal

Andreas Stückl, Gründer und CMO Deutschland

- Abschluss Johannes-Gutenberg-Schule für Fotografie Stuttgart
- Reisefotograf, Vermarktung Fahrradboten-Kalender
- Verantwortung für internationale Vernetzung und Vertrieb Deutschland, insbesondere Aufbau Netzwerk von Handelsvertretern

Dietmar Hofer, CTO

- Studium Technische Informatik (TU Wien)
- Entwicklung & Consulting von Mobile Apps
- Leitung von Software Entwicklung sowie „Forschung & Entwicklung“



Bike Citizens®

THE CYCLING PROMOTION AGENCY

BikeCityGuide Apps GmbH



ISPO BRANDNEW
WINNER 2013
ACCESSORIES AWARD



EUROPEAN
SATELLITE NAVIGATION
COMPETITION
2012

Fiets Awards 2014

apps for amsterdam 2012

COMPANY

- 2011: Placement in Science Park Graz
- 2012: Launch of BikeCityGuide in over 35 cities (7 countries)
- 2013: Launch getFinn und BikeNatureGuide,
- 2013: Founding of company with limited liability
- 2014: „Go Cambridge“

PRIZES & AWARDS

- Apps for Europe Jury Award 2014
- Fiets Innovation Award 2013
- ISPO Brandnew 2013 (Accessoire)
- European Satellite Navigation Competition 2012 (Winner Austria)
- Apps for Amsterdam 2012 (Publicity)
- Fast Forwards Award 2012 (Nominee)
- Open Cities App Challenge 2012 (Honoral Mention)

SUBSIDIES

- 2012: PreSeed AWS high-technology subsidy
- 2012-2014: FFG Ways2Go research subsidy „BikeWaves“
- 2014-2015: FFG basic program for research subsidy „Nice Rides“

REFERENCES

